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## BEST PRACTICES EVALUATION

### Complete list: Best examples of e-commerce

Site/Example	Date reviewed
<b>Tavolo.com:</b> Buying advice with no questions asked	2/19/00
<b>eBags.com:</b> Customized comparison charts	2/22/00
<b>Living.com:</b> Cleverly presented furniture ensembles	2/20/00
<b>Brookstone.com:</b> Clearly designed bookmark lists aid shopping	2/13/00
<b>Dellaweddings.com:</b> Registry search requires minimal information from guests	2/4/00
<b>HomeWarehouse.com:</b> How-To guides are an excellent example of content/commerce integration	2/3/00
<b>Williams-Sonoma:</b> Clearly states when orders must be placed to meet a holiday deadline	1/25/00
<b>Costco.com:</b> Shipping charges disclosed on product pages	1/16/00
<b>MySimon.com:</b> One-click comparison shopping for popular items	1/5/00
<b>Wine.com:</b> Wine clubs help build ongoing relationships with customers	1/6/00
<b>Moviefone:</b> Well-designed movie page presents relevant info, expedites buying	12/30/99
<b>Gymboree:</b> Size chart is a good example of customer-focused navigation	12/14/99
<b>Bluefly:</b> Free shipping for the holidays regardless of order size	12/7/99
<b>Nordstrom:</b> Easy-to-find, customer-friendly return policy	12/7/99
<b>eBay:</b> Well-presented new-user links make it easy for auction novices to start bidding	11/29/99
<b>Towerrecords.com:</b> Advanced search feature turns inexact queries into correct results	11/15/99
<b>iFlorist.com:</b> Helpful shop-by-occasion feature	11/8/99
<b>JCrew.com:</b> Prominent link to weekly sales takes the work out of bargain hunting	11/1/99

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- [B2B's messy relationships will get more entangled](#)
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